

GOMFLOW

AUTOMATING THE MANUAL CHAOS OF
GROUP ORDER MANAGEMENT



#gomflowTRENDING

FOR LAUUNCH!

For Prototype visuals:
<https://bit.ly/gomflow>



What is GOM?

GOM stands for Group Order Manager.

Group Order Managers are individuals or collective of people who collect and manage orders from a group for orders of certain items

Why do people use GOMs?



People use GOMs to:

- Easily collect orders from friends, colleagues, or community members
- Keep track of who ordered what
- Split costs fairly
- Place one big order instead of many small ones
- It saves time, avoids confusion, and makes group buying simple.

There are people who turn group ordering into full time jobs, earning 3.5x national average salary in Indonesia

As the Korean Wave is growing in Indonesia, many are even starting small businesses to jump on the bandwagon, various sources told *KrASIA*. Elok Putri, a 27-year-old woman from the Sidoarjo regency in East Java, usually makes up to IDR 10 million (USD 690) a month by selling albums and various K-pop and K-drama collectible merchandise online. Putri's earnings from her online business are more than three times higher than Indonesia's average wage of IDR 2.83 million (USD 195) per month, according to a [2019 survey by the Indonesia's Central Statistics Agency \(BPS\)](#).

<https://kr-asia.com/how-a-passion-for-k-pop-turned-into-a-business-for-young-indonesians-tech-in-culture>

\$42 B in SEA chat-commerce runs on spreadsheets.

K-pop merchandise market reached \$13.28 billion globally in 2024 ([Maximize Market Research](#))

Southeast Asian fans spend \$665-1,422 annually on K-pop merchandise ([iPrice Group/Rakuten Insight study via Bandwagon Asia](#))

73% of international fans participate in group orders to reduce shipping costs ([Notes on K-pop](#))

THE CURRENT GOM (Group Order Managers) ECOSYSTEM

GOMs can manage over 200 orders a month ([KrASIA](#))



Indonesian GOMs can earn 3.5x the national average wage ([KrASIA](#))

Manual processes take 15–20 hours per order cycle ([EnVi Media](#))

The problem

01

Manual Tracking

GOMs spend 15-20 hours per order managing payments through spreadsheets and DMs
Source: [EnVi Media GOM interviews](#)

02

Payment Anxiety

Current methods: PayPal F&F, bank transfers, GCash with no buyer protection or tracking
Source: [LinkedIn GOM testimonials](#)

03

Scale Limitations

Manual processes limit GOMs to 50-300 orders monthly despite high demand
Source: [LinkedIn - Angel Ramil GOM experience](#)

And all via spreadsheets & chat channels

The Solution

Realtime Dashboards

showing Payment Status

AI assistant runs the drop

Auto-reminders, quota tracking, instant refunds if target isn't met.

Instant Order Forms

With Integrated Payment Tracking

Automated Buyer Updates

Via WhatsApp / Telegram / Discord / SMS

One-click exports

For Shipping Labels



OLD FLOW

20 HOURS OF MANUAL CHAOS

O1

- Create Google Form (30 min)**
- Manual setup for each product
 - Basic fields, no validation

O2

- Share on Social Media (ongoing)**
- Post on Twitter, Instagram, Facebook
 - Constant reminders needed

O3

- Track Payments Manually (6+ hours)**
- Match payment screenshots
 - Excel spreadsheet juggling

O4

- Send Payment Reminders (2+ hours)**
- DM each unpaid buyer
 - Multiple follow-ups needed

O5

- Update Buyers Individually (4+ hours)**
- Copy-paste messages
 - WhatsApp/DM each person
 - Handle questions repeatedly

Result: 😞 Stressed GOM, lost orders, payment confusion

GOMFLOW

10 MINUTES TO SUCCESS

O1

- Create Smart Order Form (2 min)**
- Beautiful templates
 - Automatic payment integration
 - Multi-currency support

O2

- Share Once (instant)**
- Unique trackable link
 - Auto-posts to X bot
 - Built-in viral features

O3

- Payments Track Themselves (0 min)**
- Real-time payment status
 - Automatic confirmations
 - Instant dashboard updates

O4

- Automated Reminders (0 min)**
- System sends payment nudges
 - Smart timing based on deadlines

O5

- One-Click Updates (30 sec)**
- Bulk WhatsApp notifications
 - Status updates for all buyers
 - Auto-FAQ responses

Result: 🎉 Happy GOM, more orders, professional operation

Target User

(first targeting kpop & anime fans)



GOM (Group Order Manager)

Currently spends 15-20 hours per order managing payments manually through spreadsheets. Loses 30% of potential orders due to payment chaos. Needs automated tracking, instant buyer updates, and professional tools to scale their business.



Microsellers /Creators

Launches exclusive merchandise drops but struggles with order management. Needs pre-order capabilities, inventory tracking, and real-time demand data. Wants to focus on creating, not spreadsheet juggling.



Buyers / Fans

Anxious about payment security and order status. Constantly DMs GOMs asking "did you get my payment?" Wants transparency, real-time updates, and to discover trending group orders before they close.

Competitive Analysis

	Problem They Solve	Where They Fall Short	GOMFLOW Advantage
Google Forms + Manual Tracking	Free form creation & basic data collection	Manual payment tracking, no automation, 15-20 hours per order cycle, zero payment integration	Automated payment tracking + WhatsApp updates + one-click exports. 20 hours → 10 minutes
Typeform / Jotform	Beautiful forms with payment integration	Not designed for group orders, no order tracking, expensive at \$39-99/month, no fan-specific features	Built specifically for GOMs at \$9-25/month, includes ranking system + viral X bot
Proxy Services (Neokyo, Buyee)	Handle international shipping & payments	Take 5-10% commission, no tools for GOMs, focused on individual orders not groups	Flat monthly fee, GOM keeps all profits, built for group dynamics
WhatsApp Business + Spreadsheets	Direct communication with buyers, free to use	No payment integration, manual everything, no analytics, scaling nightmare beyond 50 orders	Integrated workflow, automated reminders, Fan Intelligence data, unlimited scaling

Fan Intelligence: The Viral Growth Engine

The Data Flywheel

GOMs create orders → Real-time data → X Bot broadcasts trends → Fans discover orders → More GOMs join → Better intelligence



BRAND

- Real Purchase Data
- Geographic Insights
- Additional Rev for GOMFLOW

FANS

- Never Miss Hot Group Orders
- Price Comparison Tool
- Trending Merch Alert
- See Rankings of their favorite groups and members

GOMS

- Free viral marketing
- Ranking = Credibility
- Demand Forecasting

Incentives for GOMs to stay

- **Tiered GOM Status:** Create Bronze, Silver, Gold tiers based on performance metrics, offering benefits like lower fees and priority visibility.
- **Fee Reductions:** Reduce transaction or subscription fees for GOMs with proven track records of successful deliveries.
- **Community Recognition:** Feature top-performing GOMs on a "Trusted GOMs" leaderboard to attract more buyers and build trust.

01

TAM - US \$13.3B

Global K-pop merchandise market The verified market size for K-pop merchandise reached \$13.28B in 2024, growing at 15% annually across albums, fashion, and collectibles. - Source: [Maximize Market Research](#) -

02

SAM - US \$400-800M

Southeast Asian group order market (estimated)

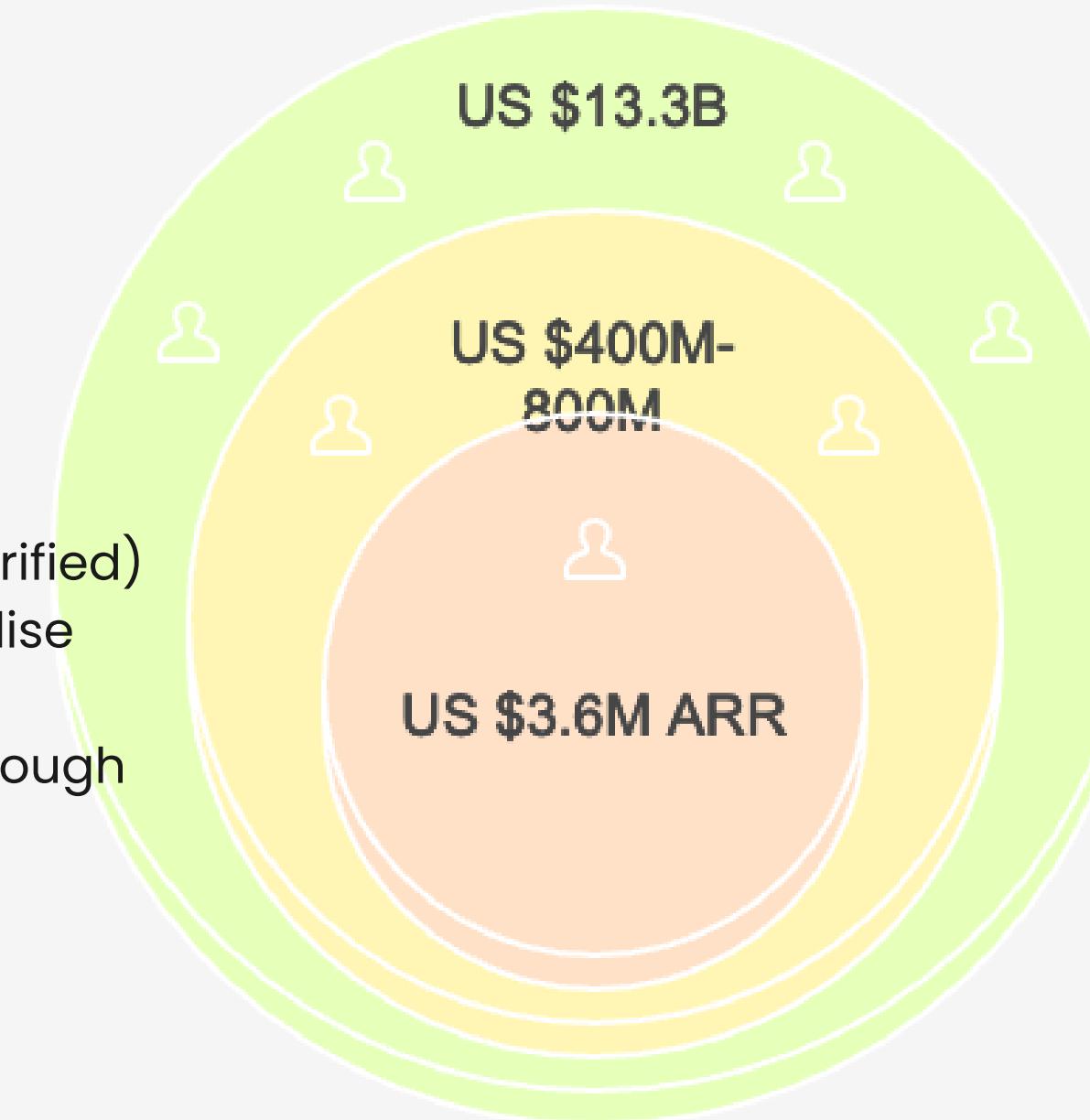
- 73% of international fans use group orders (verified)
- SEA fans spend \$665-1,422/year on merchandise (verified)
- Estimate: 5-10% of total merchandise flows through group orders

03

SOM - US \$3.6M ARR

Conservative Year 1 target

- Target: 1,000 paying GOMs
- Average revenue: \$300/year (\$25/month)
- Represents <1% of estimated SAM
- Based on verified GOM earnings of \$300-900/month



TAM

Global K-pop merchandise market

SAM

Southeast Asian group order market

SOM

Conservative Year 1 target

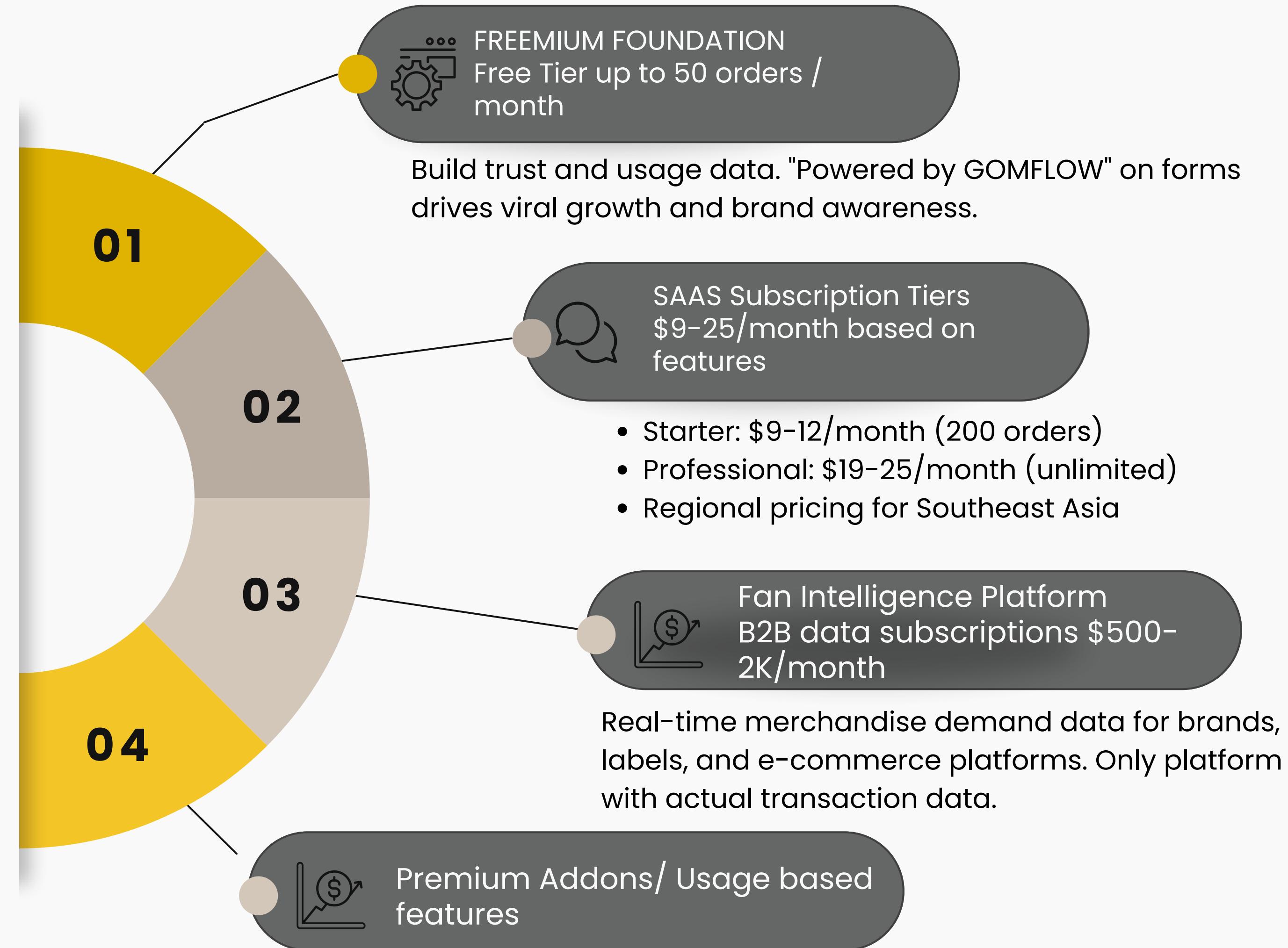
Business Model

Revenue Mix Target

YEAR 1:
70% SaaS Subscriptions
20% Premium Features
10% Data / API Access

Unit Economics:

- **CAC: \$15-20 (influencer partnerships)**
- **LTV: \$300+ (20-month retention)**
- **Gross Margin: 85%**



Adjacent Segments Sharing the Same Pain



01

Anime Figure Collectors

Anime fans extensively use group orders for figures, especially limited editions from Japan. Forums like MyFigureCollection and Reddit r/AnimeFigures show similar group buying behavior to K-pop. Japanese exclusive releases drive this need.

02

Mechanical-keyboard artisans

KeebFinder lists 236 active group buys for keycaps/keyboard kits at any given time. Buyers pre-pay to hit MOQ before production starts.

03

Sneaker cook groups

GQ's feature "Buying Rare Sneakers Is Almost Impossible—Unless You Join a Cook Group" profiles Discord groups coordinating Travis Scott Nike drops for thousands of paying members.

04

Pokémon / TCG case breaks

CardShopLive runs nightly Pokémon box breaks where 11-12 buyers pre-purchase slots before the sealed box is opened live, then shipped.

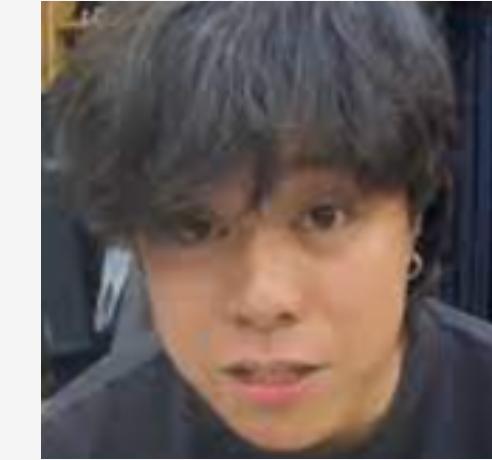
Meet Our Team



Emily Ho - Operations
*Head of Operations at Gryfyn,
Ex-Cartoon Network*



Jason Mak - Product
*Veteran data-analytics
mobile dashboard pioneer
for Vodafone*



**Jamie - Social
Content Creator,
@jamiecontent**



Sabrina Safian - Outreach
*Runs Stray Kids Fan
Community in Malaysia*



Future Roadmap

What are your next steps and goals? How much support do you need from investors and what will it get you?

Prototype

- BASIC ORDER FORM BUILDER
- PAYMENT TRACKING DASHBOARD
- WHATSAPP INTEGRATION
- 50 BETA GOMS TESTING

Launch

- Q1 2026 MARKET ENTRY
- PHILIPPINES LAUNCH
 - X BOT GOES LIVE
 - FIRST 200 PAID USERS
 - \$2.5K MRR TARGET

V2.0

- Q2 2026
- Fan Intelligence Live trending dashboard
 - GOM rankings
 - SEA expansion (TH, ID)
 - \$15K MRR target

V2.2

- 5-country presence
- B2B data API
- Inventory management
- \$50K MRR target



Mockup - Group Order Manager Dashboard

**Mockups viewable at:
<https://bit.ly/gomflow>**

Today's Earnings **\$285.50** This Month **\$2150.75** Active Orders **7** Completed **127**

Your Ranking #12 Top GOM in Singapore

Active Orders

NewJeans - 'Get Up' Special Album CLOSING SOON 42/50 85% ① 2h 15m	BTS Official Light Stick Ver. 4 CLOSING SOON 23/25 92% ① 45m	TWICE - Formula of Love Photobook 20/30 67% ① 1d 6h
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Time Saved **127h** This month

Recent Activity

- New order: NewJeans album
- Payment received: \$28.00
- Order closing soon
- BTS order completed

Quick Actions

- + Create New Order
- Send Updates
- Export Data
- View Public Page

Payment Tracker

Buyer	Status	Amount	Method	Time	Actions
Sarah L.	Paid	\$28.00	PayNow	2m ago	
Mike C.	Pending	\$56.00	GrabPay	15m ago	
Lisa K.	Paid	\$28.00	PayNow	1h ago	
David W.	Failed	\$84.00	Card	2h ago	
Emma T.	Paid	\$28.00	PayNow	3h ago	
James R.	Pending	\$56.00	GrabPay	4h ago	
Anna S.	Paid	\$28.00	PayNow	5h ago	

Edit with

The mockup displays a user interface for a group order. On the left, there's a large promotional image for 'NewJeans - 'Get Up' Special Album' featuring the album cover art. Below it, the product title and a description ('Limited Edition with Exclusive Photocard Set') are shown. A seller profile for 'KpopCollectorSG' is displayed, including a verified badge, a rating of 4.9, and 127 completed orders. To the right, a timer shows 'Order Closes In 02 : 15 : 16'. The 'Order Progress' section indicates 42 of 50 orders are complete (85% Complete) with 8 spots left. A 'Join Group Order' button is present, showing a price of '\$28.00' (down from '\$35.00'). A green box highlights a savings of '\$7.00 per item!'. A quantity selector shows '1' with minus and plus buttons. A small 'Edit with Lovable' button is at the bottom right.

NewJeans - 'Get Up' Special Album

Limited Edition with Exclusive Photocard Set

KpopCollectorSG **O VERIFIED**
★ 4.9 127 orders completed

What's Included:

- ✓ Exclusive photocard set (5 cards)
- ✓ Limited edition packaging

Order Closes In
02 : 15 : 16

Order Progress

42 of 50 orders 8 spots left
85% Complete

Join Group Order

Price per item: **\$28.00**
\$35.00

You save \$7.00 per item!

Quantity: 1

Edit with Lovable

Mockup – Fan Purchasing from Group Order View
Mockups viewable at: <https://bit.ly/gomflow>

Thank You

#GOMFLOW

GOMFLOW

For LAAUNCH!

For Prototype visuals:
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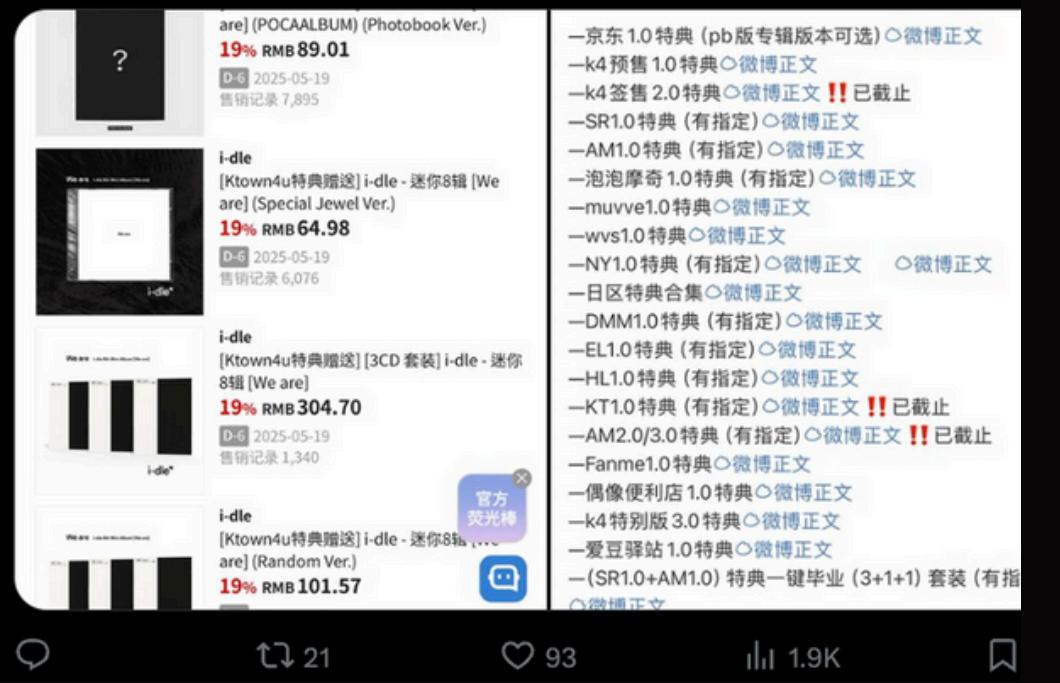
Appendix

GOMFLOW

Group Ordering happens for all kinds of merchandise. From album launches to official merchandise to fanmade merchandise, and even to goods made by smaller designers

i-DLE NEVERLAND
masondle @mason0219 · May 13
i-dle's "We are" album has recorded a total of 17,811 pre-orders on CN-Ktown4u. But K4 is not a main channel for fans to **order**. China idle fan provide 20+ more **Group Buying** channels against individual needs and much more cheaper.

#idle #We_are



EU GOM @96sooyoungs · Jul 12
[EU GO] Europe group order for the NCT Wish 'WISH 祭' NCTzen-WISH Japan Fanmeeting MD !

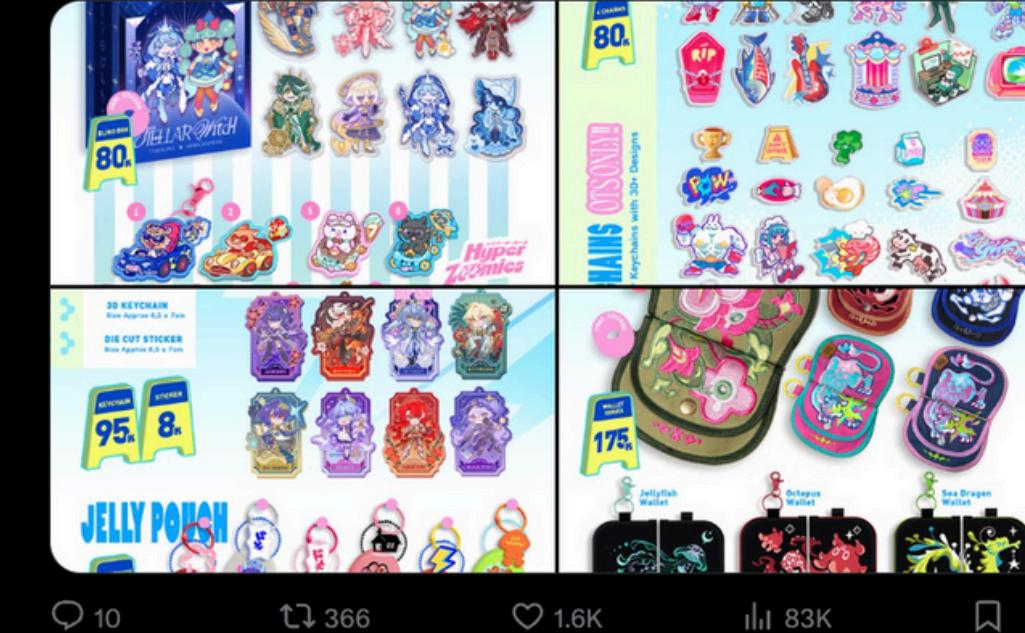
Price: €2.25 - €26
Benefit photocard for an **order** over €45
Deadline: July 15th 4PM CET

Form: forms.gle/vFxMxMJc1wknd6...



Ciwe ⚡ SMASH! 1.L02 @torauuma · May 19
[RTs & Likes very much appreciated 🔥] TORAUMA - CFXX FULL CATALOGUE
Pick-up Order for Comifuro 20 is Up!
⚡ Pick-Up Order at ANPAN Z22-23
👉 Order Links Down Below

(1 / 2)
#CFXX #CFXXcatalogue #Comifuro20



poi | Ina Go | tf alipay co web china @poirstt · Jul 10
95.0 — haaloOoOo aku lagi open itabag, bisa simpan doll di depannya 🇮🇩

ONLY 75k udah bersih INA 🇮🇩

bersih Ina (inc tax)
exc adm 🍊 dan packing
pengiriman by 🍊 (base in tangerang)

— tag. wts wtb tas aesthetic murah boneka

grup wa: chat.whatsapp.com/FmgplZMr4iF568...



group order php

group order id

group order cn

Top Latest People Media Lists Top Latest People Media Lists

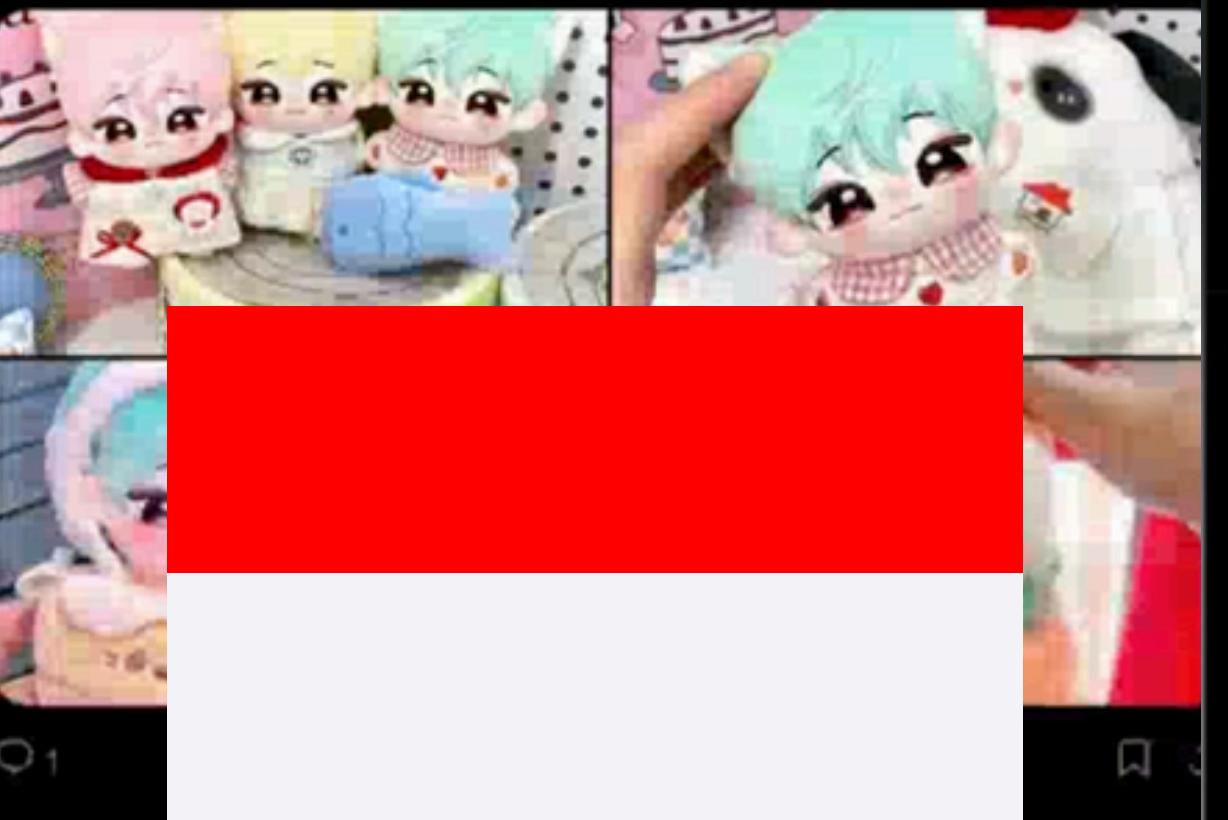
wts txt ph soobin yeonjun beomgyu taehyun huening kai
Please be 305% sure before placing an order
Order from: forms.gle/obiDvBjn7EkaDM

★ Pricelist ★
REGULAR SET - 2600 php
REGULAR RANDOM - 875
[Show more](#)



Link order:
forms.gle/u5DA53vsEHnRyY...

#mogunaiseu_po_doll



alyngpasabuy Age20s Velvet La
P2400+LSF
Pick shade+3
DOO: Until OC
DOP: PAYO
No Form = No
Normal
bit.ly/APCfrm

wts lfb phgo group order cn #PENTAGON

Ok well... since no one has joined my group order and my chances of ever speaking to Eric again look like they're getting farther and farther away from

Group Orders take place on x for many countries ! Here's an example

for EVAN @healwithbee · May 22
Parody
wts lfb enh
#aimaebud
engene ver
· php 500
· php 3200
· php 2200
dop: june 5, 2025

INA GO OPEN PO ENHYPEN SUNOO DOLL ~ Mint Nu ~ 135k dp 60k (+ears 12k)
ID Card 10cm starfish body

Ayn (china pob proxy) @ayn3041 · Jul 15
kissoflife kol kiss of life ms fansign fancall vc videocall video call cn china Chinese group order Id 中華中国ヨントントレカ特典買取代行
makestar group/1 : 1 vc event
WTS
only pobs
75\$/4200php/10.0krw for ot4verA +2random verB
ship ww
paypal/wise/gcash/kr bank



**Fans can face
scams
and often can
only
go on x to vent
and expose**

